



QUICK REFERENCE TO BRAND GUIDELINES

PRIMARY LOGO

Our logo consists of 2 distinct elements: our logotype and bird graphic. Together, they are the visual representation of the TM brand.

CLEAR SPACE & MINIMUM SIZE

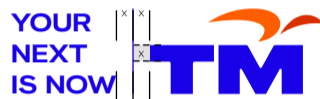
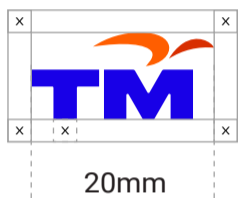
The minimum clear space is equal to 'X' as shown.



IN WRITTEN FORM

TM

The minimum size for print is 20mm and 56px for digital.



BACKGROUND

We always use our blue logotype on white background wherever possible. For the reversed white version of our logo, the whole logo will be in white to ensure full visibility. The logo is preferably presented on a white or single color light and calm background.

DO'S



DONT'S



TYPOGRAPHY

HEADLINE - HK GROTESK WIDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789abcdefghijklmnopqrstuvwxyz!@

SUBHEADLINE - ROBOTO BOLD

ABCDEFGHIJK123456789abcdefg

BODYCOPY - ROBOTO LIGHT

ABCDEFGHIJK123456789abcdefg

PATTERNS



TM pattern depicts "Transformative", "Catalytic", "Empowering" & "Embracing" with energy and charisma. We enable customers to explore new paths and empower them to take the next leap forward.

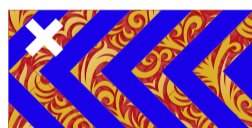
PATTERNS DONT'S



Do not use colours other than those specified.



Do not create complex patterns.

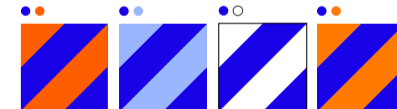


Do not fill patterns with graphics or images.

COLOUR CHOICE

To create consistency, a minimum of 2 and a maximum of 3 colours is allowed per unit of our pattern.

2 COLOURS



3 COLOURS



COLOURS

Our primary colours consist of different shades of blue while our palette of secondary colours contrast refreshingly with our primary brand colours.

Cobalt Blue	Navy Blue	Dark Blue	Light Blue	Black	White	Red	Accent Orange	Orange	Light Orange
R 24 G 0 B 231	R 24 G 0 B 146	R 6 G 1 B 58	R 153 G 182 B 255	R 0 G 0 B 0	R 255 G 255 B 255	R 216 G 46 B 0	R 255 G 94 B 0	R 255 G 122 B 0	R 247 G 185 B 134
C 100 M 67 Y 0 K 0	C 100 M 78 Y 0 K 10	C 100 M 82 Y 00 K 40	C 39 M 21 Y 0 K 0	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0	C 0 M 90 Y 93 K 0	C 0 M 65 Y 100 K 0	C 0 M 47 Y 78 K 0	C 0 M 31 Y 46 K 0
HEX 1800E7	HEX 180092	HEX 06013A	HEX 99B6FF	HEX 000000	HEX FFFFFFFF	HEX D82E00	HEX FF5E00	HEX FF7A00	HEX F7B986

PRIMARY COLOURS

SECONDARY COLOURS

For more information, please contact Brand & Partnership, GCXM, TM or email askbrand@tm.com.my